

Moria Deshpande 404.643.0379 moria@stilettocreative.com

STILETTO

EDUCATION

Emory University, Bachelor of Arts in Psychology, GPA 3.53
Portfolio Center, Certificate of Copywriting

SKILLS

Excellent written and verbal communication skills. Polished interpersonal skills, including the ability to work as part of a team, share ideas and maintain a positive attitude as well as a professional work ethic. Keen understanding of how people receive, react to and are motivated by messaging. Strong organizational and detail management skills such as research, fact checking and editing. Proficient in Microsoft Word, familiar with Microsoft Office and Photoshop.

Flexibility is key for a freelancer. This career requires that I adapt seamlessly into multiple work environments, sometimes within the same week. I have to hit the ground running and jump into projects at various stages of completion. Time-consciousness is another result of my profession. I am required to meet extremely tight deadlines on time and on budget, whether that means an inexpensive creative solution, or merely keeping my billable hours to a minimum.

PROFESSIONAL EXPERIENCE

FREELANCE

1999 to Present

Agency engagements include: StudioCom, LBi, Armchair Media, Trend Influence, Full Circle Productions, Artemis Creative, Think Inc, McRae, Tailfin

STAFF POSITIONS

Copywriter

West Wayne, Atlanta, GA, February 1997-September 1999

Responsibilities: Convincing the good people of the Southeast that BellSouth Mobility's coverage area and service were a better deal than its lower-priced competitors. From what the AEs told us, it seemed to be working. Other clients included NAPA, Simmons, SunTrust and Florida's Natural.

Copywriter

Bennett Kuhn Varner, Atlanta, GA, December 1995-February 1997

Responsibilities: Enticing church leaders and schoolteachers to take field trips to Six Flags. The other half of my time was spent guilting late night TV viewers into sponsoring a child for just 80¢ a day through Save The Children.